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CIA/CR/76-11457--M

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Luis ECHEVERRIA Alvarez
(Phonetic: ehchevehREEah)

MEXICO

President

Addressed as:
Mr. President

Luis Echeverría, 54, has been President since 1970; his term ends in December 1976. A career government employee, he served as Under Secretary of Government during 1958-64 and as Secretary during 1964-69; the Presidency is his first elective office. He has proved to be a strong, capable and dynamic chief executive.

Domestic Views

Has little regard for government bureaucracy, relies on informal group of brain trusters for advice. Closely involved in all facets of government operations. Frequently travels to remote areas of country to gain firsthand knowledge of people's problems. Genuinely committed to improving lot of the impoverished; programs of his administration have made some progress toward achieving social justice. Understands that his economic and social reforms must have a dynamic, growing economy, little inflation. To stimulate economy has used deficit spending--which has aggravated inflation (17 percent in 1975). Welcomes foreign investment if in accord with Mexican objectives.

MICRO ONLY

International Views

Often publicly criticizes the United States, has also publicly expressed friendliness; is cordial and cooperative with US officials in private. Advocates maintaining current parity between peso and dollar. Has sought leadership position for self and country among Third World nations. Proposed to United Nations a Charter of Economic Rights and Duties and traveled widely, successfully campaigning for its adoption. In late 1975, US Senator Mike

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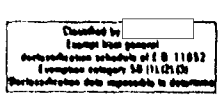

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Mansfield and Representative August Hawkins nominated him for Nobel Peace Prize for his efforts on behalf of charter. Would like to be next UN Secretary General. Author of and moving force behind Latin American Economic System, the new international economic structure for Latin America.

Personal Data

Law degree, National Autonomous University of Mexico. Has boundless energy, works at constant, high-pressure pace. Has quick, incisive mind, phenomenal memory, well-developed sense of humor. Relaxes through yoga, playing guitar, golfing, swimming, riding horseback. Speaks little English but can follow conversation in it. Married to the former María Esther Zuno; eight children; is a grandfather.

Career Highlights

1946-52	Official, Institutional Revolutionary Party
1952-54	Official, Secretariat of the Navy
1954-57	Chief Administrative Officer, Secretariat of Education
1958-64	Under Secretary of Government
1964-69	Secretary of Government
1970-date	President

13 April 1976

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